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10/30/03

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re Application of:

Hunter et al.

Serial No.: 09/465,730

Filed: May 17, 2000

**Title: SYSTEM AND METHOD
PERMITTING MERCHANTS TO
USE ELECTRONIC BILLBOARD
DISPLAYS TO CARRY ADVER-
TISEMENTS FOR PRODUCTS
THAT CAN BE PURCHASED
THROUGH A UNIVERSAL,
AUTOMATED ORDER
PROCESSING SYSTEM**



























Group Art Unit: 3625

Examiner: **NGUYEN, CUONG H**

Atty. Docket #: WT-4 (05001.1020)

**I hereby certify that this paper is being
Transmitted by facsimile on the date**

indicated below

Date of Deposit: September 17, 2003

Agnes

Signature Gregory Scott Smith, Reg. No.
40.819

**RESPONSE TO OFFICE ACTION,
REQUEST FOR 3 MONTH EXTENSION OF TIME,
PETITION UNDER 37 CFR 1.183 AND/OR 37 CFR 1.78(a)(3)**

**Mail Stop Petition
Commissioner for Patents
Alexandria, VA 22313-1450**

Sir:

Applicant submits the following amendments to the application along with the included remarks and a Petition to have the Patent Office accept this application as a continuation-in-part application.

Serial No.: 09/465,730

Atty. Docket #: WT-4 (05001.1020)

Petition

The applicant respectfully petitions the Patent Office to under 37 CFR 1.183 and/or 37 CFR 1.78(a)(3) to treat this application as a continuation in part of Ser. No. 09/416,333 filed on Oct. 12, 1999 and now issued as Patent No. 6,430,605. The present application was filed on May 17, 2000 and should have been filed as a continuation in part application. It was not until the reception of the first official action dated Mar. 17, 2003 that the applicant realized that this application was not filed properly. The entire delay between the date the claim was due and the filing date of this petition was unintentional. The necessary fee required under 37 CFR 1.17 of \$130 is included in this response.